

Initial Notice to the Private Sector White Water to Blue Water Partnership Initiative

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Is your private sector association, chamber of commerce, trade organization or company interested in affecting sustainable development in the Wider Caribbean Region?

If so, read on about White Water to Blue Water (WW2BW), an outcome of the World Summit on Sustainable Development.

WW2BW's purpose is to stimulate partnerships that enable clean freshwater and ocean environments in the region. Governments, international orgs, NGOs, universities, donors, export credit agencies, and others are involved. WW2BW is an opportunity for your organization or company to

- Join partnerships around projects or issues;
- Provide or receive education on environmental business practices that companies can use to protect their investments;
- Demonstrate your corporate responsibility; and,
- Communicate with officials interested in the sustainable development of the region.

WW2BW needs a variety of private sector partners to help achieve its purpose. Participation in WW2BW is not limited to any specific type of private sector association, organization or company. These entities may find WW2BW particularly relevant to their operations, however -

- Tourism industry such as airlines, hotels, restaurants, local tour operators, and the dive industry
- Shipping industry; private ports, shipyards or marinas; and cruise lines
- Forestry industry; agricultural industry
- Fishing industry; and industries that support marine science
- Environmental restoration industries
- Water, wastewater, waste disposal or other environmental technology firms
- Any other private sector entity that has investments in the region to protect

A small conference is being planned for March 21-27, 2004 at the Hyatt Regency Miami. Although WW2BW is not confined to a conference, this meeting will provide a key opportunity to make partnerships happen. The four conference themes are **Integrated Watershed Management, Marine Ecosystem-based Management, Sustainable Tourism, and Environmentally Sound Marine Transportation.** In future notices, we will provide you specific information on the meeting agenda, participants expected, informational exhibit opportunities, conference fees, and how to remain engaged if you're not attending the conference.



How the Private Sector can Partner in WW2BW

Contribute Expertise or Resources to Projects and Programs Restoration of a wetland habitat... Hotels requesting advice on wastewater ... A matchmaking database with WW2BW projects will be set up for all partners to access. The conference will offer more matchmaking opportunities. Opportunities to sell technologies, products or services may arise if these are needed for the project. Please note that there is no central WW2BW fund for supporting projects.

Collaborate in Voluntary Stakeholder Fora to Find Solutions to Problems Improving water quality in a certain geographical area... Recommending guidelines for tourism operators... WW2BW aims to convene stakeholder groups at the conference and during the planning to tackle problems of shared interest.

Provide or Receive Education on Responsible Environmental Stewardship Environmental management of facilities... Water quality monitoring... How to utilize export credit agencies... The Smithsonian will set up a training institute at the Miami conference, and partners are invited to submit proposals to teach courses or enroll in some!

WW2BW Planning Committees

WW2BW is still being planned, and partners are not required to assist. However, if you would like to help plan the private sector opportunities and outreach, you can join our Private Sector Outreach subcommittee. You also can join other WW2BW subcommittees set up to plan the Miami conference, partnerships, and outreach --

Integrated Watershed Management	Marine Ecosystem-based Management
Sustainable Tourism	Environmentally Sound Marine Transportation
Education, Training, and Capacity Building	Marine Science
Green Markets	Climate Change Adaptation and Hazard Mitigation
Partnership Identification and Guidance	Foundation and Donor Outreach
NGO Outreach	Public Outreach

Associations, chambers of commerce, and trade organizations also are welcome to join WW2BW's Steering Committee.

For More Information

Visit our website at <http://www.international.noaa.gov/ww2bw>. Email us at ww2bw@noaa.gov if you are interested in becoming a partner. In the coming months, we will send you information on the projects and other opportunities emerging from WW2BW.

